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FIJI Water: first carbon negative beverage product

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FIJI Water's sustainable growth initiative will make its products carbon negative in 2008 according to its main distributor, National Trading and Developing Establishment (NTDE).

FIJI Water will account for its carbon footprint throughout the entire lifecycle of its products and activate carbon-reducing land use and renewable energy projects to reduce carbon emissions in the atmosphere.

NTDE chief executive officer, Farid Ahmadi, said this move reaffirms FIJI Water's solid commitment to serve and protect the environment.

NTDE salutes initiatives of FIJI Water to help mitigate global climate change.

"We are also inspired by its pursuit to help combat the ongoing effects of climate change," said Ahmadi.


FIJI Water partnered with Conservation International (CI) to counsel its sustainability initiative, and to develop a multi-benefit carbon offset plan that will also benefit Fiji's local communities and its biodiversity.

"Climate change continues to be one of the biggest, most challenging problems our planet faces, and our sustainable growth initiative is a comprehensive and sustained effort for FIJI Water to do its part," said Thomas Mooney, senior vice president, sustainable growth, FIJI Water.

Over the next three years, FIJI Water will reduce the amount of energy required during the lifecycle of its products through engineering projects, reduction in packaging and making greater use of low carbon shipping modalities explained Mooney.

"ICF International - a global leader in analysing emissions and providing advice on climate strategy -will independently review and verify the company's carbon footprint.

"To ensure transparency of its carbon negative commitment, FIJI Water will work with ICF International to publicly report its progress against the above targets on an annual basis," he concluded.



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